



THE HEART TRUTH RED DRESS COLLECTION 2005 SPONSORS

The Red Dress Collection 2005 Fashion Show is sponsored by the National Heart, Lung, and Blood Institute and made possible by Johnson & Johnson, Celestial Seasonings, and Swarovski.

Johnson & Johnson Johnson & Johnson, the world's most broadly diversified health care company, is proud to continue working with *The Heart Truth* to raise awareness that heart disease is the #1 killer of women. Returning to Olympus Fashion Week for a second year, Johnson & Johnson is supporting the Red Dress Collection 2005 Fashion Show. The Company's ongoing commitment to women and heart disease awareness also includes a 2005 Fashion Week sweepstakes program with its retail partners. In 2004, Johnson & Johnson served as the presenting sponsor of *The Heart Truth* Road Show, which helped bring important heart health messages and screenings to more than 86,000 women.

With a number of its affiliated companies, including Cordis Corporation, developer of the CYPHER® Sirolimus-eluting Coronary Stent and McNeil Nutritionals, marketer of BENECOL®, Johnson & Johnson continues to support initiatives like *The Heart Truth*, because it recognizes the critical need for women to be aware of heart disease as their leading health risk and to understand how much education on a heart healthy lifestyle can do to save lives. For further information on Johnson & Johnson, visit their website at www.jnj.com.



Celestial Seasonings, North America's largest specialty tea manufacturer, is proud to be a new partner of The Heart Truth campaign. Celestial Seasonings will launch its partnership with the campaign by supporting the Red Dress 2005 Fashion Show at Olympus Fashion Week. Initiatives involving Celestial Seasonings heart-healthy teas and programs to educate women about their risk for heart disease reflect their commitment to this vital issue. Visit www.celestialseasonings.com for more information.

Based in Boulder, Colorado, Celestial Seasonings is part of The Hain Celestial Group. The Hain Celestial Group, headquartered in Melville, NY, is a natural, specialty and food categories and represents a variety of well-known natural food brands. The Hain Celestial Group's website can be found at www.hain-celestial.com.



Swarovski, the world's leading manufacturer of cut crystal, has been working with *The Heart Truth* over the past three years to raise awareness that heart disease is the #1 killer of women. The company strongly supports women and heart disease efforts through a number of initiatives, such as its Power of Love giftware and jewelry collection, which includes

www.hearttruth.gov



D R E S S is the national symbol for women and heart disease awareness



the Little Red Dress pin, which symbolizes the fight against heart disease in women. Swarovski is proud to support the Red Dress Collection 2005 Fashion Show. For more than a hundred years Swarovski, the Austrian family company based in Wattens in the Tyrol, has been the world's leading manufacturer of cut crystal. Crystal jewelry stones and crystalline semi-finished goods for the fashion, jewelry and lighting industries are as much a part of the company's product range as gift articles and collectibles fashioned from faceted crystal. Swarovski's artistic and design abilities are evident in Daniel Swarovski Paris and Swarovski Jewelry, the company's accessory and jewelry ranges. For further information, visit the Swarovski website at www.swarovski.com.

For more information about *The Heart Truth's* Red Dress Collection 2005 Fashion Show, please visit www.hearttruth.gov.

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Press only: For more information about *The Heart Truth* campaign and its Red Dress symbol, contact Sally McDonough at (202) 452-7815 or by mobile at (571) 259-1481. Photography supporting the campaign is available at www.hearttruth.gov.

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